

Job Description: Corporate Partnerships Lead

Hours: Permanent, full-time

Location: Hybrid or home based with agreed travel to London office and meetings.

Role summary:

As an experienced and ambitious corporate fundraising professional, you will drive Back Up's corporate partnerships programme. In this pivotal role, you'll develop and deliver a strategy to secure and grow mid and high-value, long-term partnerships that support our mission to support people affected by spinal cord injury. You'll build strong relationships with new and existing partners and collaborate across teams to create impactful projects that align with our values. We pride ourselves in the strength of our partnerships and the difference we make together. You'll join a passionate and ambitious partnerships team, working across trusts and foundations, corporate partnerships, promotions, sponsorship and special events.

Reports to: Head of Partnerships

Key stakeholders: Back Up Trustees, Fundraising boards and committees, supporters, friends, and families of people with spinal cord injury, staff and volunteers. Contacts in corporate teams.

Principal Role

- Develop and deliver Back Up's corporate fundraising strategy, focusing on securing long-term, high-value partnerships with organisations aligned to our mission.
- Lead on building and maintaining a pipeline of corporate prospects, driving new business and fostering strong partnerships that support Back Up's objectives.
- Build and nurture relationships with existing and new partners, ensuring they are engaged, informed, and understand the impact of their support.
- Oversee and manage corporate partnerships income and expenditure budgets, ensuring targets, KPIs and return on investment are achieved and reported.
- Work closely with the Promotions manager to support sponsorship requests with spinal cord injury sector partners.
- Champion collaborative working across the organisation to maximise opportunities and ensure alignment with Back Up's business plans and strategy.

Key Responsibilities

- Proactively identify and secure new corporate partnerships through research, networking, events and tailored approaches.
- Account manage existing partners, delivering exceptional stewardship, engagement opportunities and impact updates.
- Write and create persuasive funding applications, proposals and pitches, working with the trusts and foundations team where beneficial.
- Organise, prepare for and lead meetings and pitches to win new partnerships and strengthen existing relationships.
- Undertake due diligence on potential partners in line with Back Up's fundraising policies.
- Lead on drafting partnership agreements, clearly defining mutual expectations and mitigating risks.
- Develop, motivate and support corporate volunteers, partners and committees to drive sustainable fundraising.
- Design and implement engaging corporate communications, including use of LinkedIn and other social media to raise awareness and income.

- Monitor, measure and evaluate corporate fundraising performance, reporting progress to Head of Partnerships, senior management, and trustees.
- Keep abreast of industry trends, particularly organisations and foundations focused on social mobility, inclusion, and mental and physical health.
- Work closely with the Services team to understand and communicate the impact of partnerships on people affected by spinal cord injury.
- Collaborate with Finance and Operations to create partnership budgets and contracts.
- Work with the partnerships team (special events, trusts and foundations, promotions manager) to develop cultivation activities tailored to corporate audiences.
- Represent the team at internal and external meetings, working groups and events.
- Contribute to a collaborative, creative and expert fundraising culture by sharing ideas and best practice across the team.
- Maintain accurate records of all interactions and approaches.

PERSON SPECIFICATION

Essential

- Significant charity fundraising or comparable commercial/sales experience, with a strong track record in, winning new corporate business and success in competitive pitches, managing corporate accounts to grow income, setting and exceeding income targets and using KPIs to monitor performance.
- Excellent interpersonal skills to engage and motivate a wide range of stakeholders.
- Highly organised, with strong project management abilities and the capacity to juggle multiple priorities.
- Quality-focused, with great attention to detail and outstanding written, verbal and presentation skills.
- Confident using fundraising databases to record activity and produce analytical reports.
- A collaborative team player who is flexible, supportive and proactive.
- Creative, innovative and able to take initiative.
- Willing to work occasional evenings and weekends and to travel as needed.

Desirable

- Commercial experience in business development or sales.
- Experience of developing corporate fundraising strategies, working with fundraising boards/committees, or engaging celebrities and major donors.
- Understanding of spinal cord injury or disability issues.
- Experience updating website pages and online media.
- Familiarity with tools such as PowerBI, MailChimp, Asana and Canva.

TERMS AND CONDITIONS – Corporate Partnerships Manager

Type of Employment

- Permanent

Pay

- £44,000 - 48,000

Hours of work

- Your normal hours of work will be between 9am and 5pm, a total of 35 hours per week.
- Some flexibility of working hours may be required in accordance with the needs of the charity.
- Flexibility in working hours may be negotiated to enable a better work/life balance or to meet particular needs as required, including consideration of part-time or job share.

Probation

- There will be a six-month probation period.

Notice Period:

- Three calendar months on either side, after a satisfactory six-month probationary period. During probation, notice will be one week either side.

Disabled access

- The office is fully wheelchair accessible.

Staff Benefits

- Holiday - You are entitled to 22 days paid holiday per year plus bank and public holidays. This increases by one day per year up to a maximum of 25 days (pro rata). Additionally, the office is closed between the Christmas and the New Year period giving an additional 3 days.
- Pension - Back Up has a designated stakeholder pension scheme that staff can join. With a staff contribution of 5% salary, Back Up will contribute 3% into this scheme.
- Generous sickness pay provision.
- Access to financial advisor – annual initial exploratory meeting with an independent FSA.
- Season ticket loan: an interest free loan for the purchase of a season ticket.
- Ride to work scheme.
- Study and sabbatical leave.
- “My day” – 17.5 (pro rata) hours per year to carry out voluntary work.
- Life Assurance – 3 times annual salary.